

## Career Highlights

Chuck Rund is President of Charlton Research Company, a public policy and opinion research firm with offices in the San Francisco Bay Area and Washington D.C. Under Mr. Rund's direction, Charlton Research has developed numerous issues management models, branding approaches, and designed corporate reputation strategies for over 200 corporations, associations and government agencies nationwide. Mr. Rund also has expertise in the research and analysis of issues affecting the business community and is an advisor to U.S. Congress on various national issues including:

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|----------------------------|-------------------------|
| —Trade                     | —Information Technology |
| —Health care               | —Corporate Reputation   |
| —Governance and Leadership | —Taxes                  |
| —The environment           | —Branding               |

### *Prior to joining Charlton Research Company:*

- Executive Vice President at Tarrance & Associates specializing in the analysis of voter behavior
- Director of Strategic Futures for Dayton Hudson Corporation
- Director of Survey Research for the 1984 Reagan/Bush Presidential Campaign
- Political Activities included:
  - Elected 48 Congressmen
  - 17 U.S. Senate Races
  - 13 Gubernatorial Races
  - 43 National and Local Initiatives and Referendums, including:  
The Big Green

### *Current Activities:*

- Election night analyst for CBS News since 1984
- Lectures at various institutions including Stanford Business School and University of California at Berkeley

### *Education:*

- Bachelor of Arts degree from Macalester College in St. Paul, Minnesota
- Post-graduate work in social ethics at San Francisco Theological Seminary